

THE NEW CREATORS.

**NOW
ENROLLING**
SEE YOUR ADVISOR FOR DETAILS



SCAN ME



Integrated Foundation

Understanding the integration of AD & PR begins in ADPR 200.



Forward-Thinking

Reflects how the real world works - creative, strategic, and data-driven.



Real Experience

Work on projects and campaigns for real brands and community partners.



Transferable Skills

Graduates leave with sought-after skills needed in a digital world.

OWN THE NARRATIVE - YOUR VOICE CHANGES EVERYTHING!

The new WKU ADPR major is a forward-thinking approach to today's complex media world. ADPR prepares you to blend creativity with strategy, analytics with empathy, and technology with human insight.

Choose the Advertising or PR Concentration

If you love big ideas, bold strategies, and figuring out why people “buy,” the Advertising concentration is built for you. From day one, you’ll explore how advertising fits into the larger communications universe: brands, agencies, creators, and platforms all working together to grab attention. The PR concentration makes you the go-to voice for brands, nonprofits, and leaders navigating the spotlight. Master relationships that turn audiences into advocates - one strategic message at a time.

LET'S GET STARTED.

If you love big ideas, bold strategies, and figuring out why people “buy,” the Advertising concentration is built for you. PR is all about relationships - between organizations and the people who care about them. PR puts you in the middle of the action.



SCAN ME

ADPR CORE CLASSES	
SMC 101	Understanding Media Content, Ethics and Technology
ADPR 200	Introduction to Integrated ADPR
AD 230	Digital Tools
SMC 301	Mass Communication Law and Ethics
SMC 310	Media Diversity or a diversity substitution
ADPR 321	Communication Analytics in ADPR or a research substitution
ADPR 494	Integrated ADPR Campaigns
	21 HRS

AD CONCENTRATION	
MKT 220	Basic Marketing Concepts
AD 330	Branding
AD 349	Advertising Media
9 HRS	Content Creation Courses (2 of the 3 must be 300+ level)
	18 HRS

OR

PR CONCENTRATION	
JOUR 202	Introduction to News Writing (or BCOM 265 or BCOM 325)
PR 358	Public Relations Writing and Production
AD 385	Artificial Intelligence in Public Relations
9 HRS	Content Creation Courses (2 of the 3 must be 300+ level)
	18 HRS

The New WKU ADPR Major

The new ADPR major will prepare you to blend creativity with strategy, analytics with empathy, and technology with human insight. AI is a cornerstone of the major in anticipation that most jobs our graduates will apply to will require AI literacy with proof of their skills. Certificates offered within SMC and industry certifications as part of class requirements will prepare you for a variety of careers. And personalization of concentrations and associated classes means a “customized” experience for you.